



## **FY17**

### **Trade Shows, Media Missions, Press Trips, Co-operative Marketing Projects**

*\* Continual updates to the calendar will occur as plans are confirmed. AOT reserves the right to cancel or change dates, details and participation fees for trade shows, sales missions, media missions and press trips as needed.*

### **JULY 2016**

### **AUGUST 2016**

#### **L.A. Sales and Media Event in Celebration of the National Parks Centennial**

**Date:** August 21, 2016

**Location:** Los Angeles, CA (California Science Center)

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs

**Cost:** \$300

**AOT Division:** Trade and Media

**Audience:** L.A. based media & members of the travel trade

**Program Summary:** The L.A. Area is home to many top-tier media members & receptive tour operators. AOT will invite them to a private event at the California Science Center. The event will include a private screening of the IMAX film "National Parks Adventure" by MacGillivray/Freeman Films, a meet & greet with a park ranger, photo booth & giveaways. Trade & media will be invited to bring their families to this Sunday evening event.

**AOT Contact:** Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696; Media: Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

#### **Vancouver Media Marketplace**

**Date:** August 16, 2016

**Location:** Vancouver, British Columbia, Canada

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs.

**Cost:** \$1,000

**AOT Division:** Media

**Audience:** Vancouver travel, lifestyle and culinary print, broadcast and online media.

**Program Summary:** Vancouver is a key market for Arizona, generally running neck-and-neck with Toronto as the second-largest source of Canadian visitors. Vancouver is also the second most-significant media market in Canada with a high number of quality writers and editors.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

## **SEPTEMBER 2016**

### **San Francisco Media Mission**

**Date:** September 19-21, 2016

**Location:** San Francisco, CA

**Participants:** N/A

**Cost:** N/A

**AOT Division:** Media

**Audience:** San Francisco area based media and freelancers

**Program Summary:** The San Francisco Bay Area is home to several top-tier publications and freelance journalists. AOT will target these journalists and publications such as *Sunset Magazine*, *Afar*, *Yahoo Travel*, *VIA Magazine* and others for a series of desk side appointments.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

## **OCTOBER 2016**

### **Arizona Showcase**

**Date:** October 6, 2016

**Location:** Hermosillo, Sonora, Mexico

**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs and their media relations representatives, hotels and suppliers

**Cost:** The cost to participate varies from \$900 – \$2,500 depending on the type of supplier and level of participation, plus travel expenses and shipping.

**AOT Division:** Trade & Media

**Audience:** Sonoran consumers, travel agents and media

**Program Summary:** This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and the surrounding communities. This year's events include a media reception on Wednesday 10/5, travel office visits and a gala dinner/fashion show highlighting important society members as the models on 10/6. In addition to the 800+ consumers in attendance at the gala event, 25 travel agents will be invited to attend as our VIP guests. Proceeds benefit a local charity which also attracts media interest.

**AOT Contacts:** Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696; Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

### **Canada Media Influencer Tour - Get Your Kicks on Route 66**

**Date:** October 16-21, 2016

**Locations:** Phoenix, Winslow, Flagstaff, Kingman,

**Audience:** Canadian bloggers and social influencers

**Program Summary:** AOT's media rep with ConnectWorldWide in Canada will escort this tour which will provide the opportunity to explore the people and places along Historic Route 66.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

### **China Trade and Media Mission**

**Date:** October 24-28, 2016

**Location:** Beijing, Guangzhou and Shanghai

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs

**Cost:** \$2,500 per delegate plus travel expenses and shipping

**AOT Division:** Trade & Media

**Program Summary:** AOT's trade and media representative in China, AVIA Reps, will coordinate a delegation-led mission to Beijing and Shanghai. The events in each city will typically include a destination presentation followed by a luncheon as well as trade specific meetings and one-on-one media appointments. This is available to co-op partners.

**AOT Contacts:** Trade: Jennifer Sutcliffe at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or 602-364-3693; Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

## **NOVEMBER 2016**

### **World Travel Market**

**Dates:** November 7-9, 2016

**Location:** ExCeL Convention Center, London, England

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs.

**Cost:** \$5,000 for the first delegate and \$2,500 for the 2<sup>nd</sup> & 3rd delegates. Delegates can be from the DMO or DMO's can invite resorts/hotels/attractions to be their delegates this year. Max of 3 total attendees per DMO. Travel, shipping and other related expenses are additional costs on your own.

**AOT Division:** Trade & Media

**Audience:** British tour operators, travel agents and media.

**Program Summary:** World Travel Market (WTM) is the largest trade show in the UK and the best opportunity to network with major tour operators, travel agents and media professionals from this market. Last year nearly 52,000 travel professionals attended this global show. All booth participants will receive the opportunity to participate in scheduled appointments, logo recognition and shared storage space. During WTM 2015, AOT had 19 media meetings over a three day period and spoke with a number of key freelance journalists who visited the Arizona WTM stand.

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### **Mexico Product Development FAM Tour with American Airlines**

**Date:** Nov. 7-12, 2016

**Location:** Tempe, Phoenix/Scottsdale and Flagstaff

**Participants:** Mexican Tour Operators

**AOT Division:** Trade

**Summary:** AOT will coordinate a FAM Tour for Mexican tour Operators highlighting the communities of Tempe, Phoenix/Scottsdale and Flagstaff. Focus on shopping, culinary destinations and history/culture.

**AOT Contact:** Jennifer Sutcliffe at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or 602-364-3693

### **Arizona Media Marketplace**

**Date:** November 17, 2016

**Location:** Scottsdale, AZ

**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**Cost:** \$300 for one delegate; \$150 for a second delegate

**AOT Division:** Media

**Audience:** Arizona-based journalists, regional travel and tourism writers and Travel Classics West participants

**Program Summary:** The purpose of the event is to provide a low-cost opportunity to meet with travel writers that live in Arizona and the surrounding regional markets. Once again, AOT is holding the Arizona Media Marketplace in conjunction with Travel Classics West. The writers and editors attending Travel Classics West will be checking into The Omni Montelucia Resort on November 17<sup>th</sup> and they will be extended an invitation to attend the media marketplace. This gives exhibitors the opportunity to potentially interact with these writers and editors, and gives the writers and editors the chance to learn more about other areas of the state.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

### **Travel Classics West**

**Date:** November 17 – 20, 2016

**Location:** Scottsdale, Arizona

**Participants:** Participation is open to any Arizona tourism supplier.

**Cost:** Costs vary depending on level of participation. Visit [www.travelclassics.com](http://www.travelclassics.com) or contact Maren Rudolph at [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503 for more information and to register.

**AOT Division:** Media

**Audience:** U.S. and Canada based freelance travel writers and editors.

**Program Summary:** Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-

scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America. AOT will arrange themed media tours for journalists prior to the conference.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

## **DECEMBER 2016**

### **China Media Tour**

**Date:** December 5-9, 2016

**Location:** Greater Phoenix and Southern Arizona

**AOT Division:** Media

**Participants:** Chinese journalists and travel writers

**Program Summary:** AOT will coordinate a media tour for Chinese journalists highlighting Greater Phoenix and Southern Arizona.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

## **JANUARY 2017**

### **Mexico Media Tour**

**Date:** January 7 - 13, 2016

**Locations:** Phoenix, Sedona, Flagstaff, Page

**Audience:** Mexican journalists and travel writers

**Program Summary:** Details are to be confirmed.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

### **Germany Media Mission**

**Date:** January 31 - February 3, 2017

**Location:** Hamburg, Hannover and Frankfurt, Germany (Tentative)

**Participants:** N/A

**Cost:** N/A

**AOT Division:** Media

**Audience:** German media representatives

**Program Summary:** AOT's media representative in Germany and Marjorie Magnusson will conduct a media mission to promote Arizona to key media representatives. The week-long mission will consist of desk-side appointments with key journalists in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market. Delegation-led media missions alternate each year, with AOT coordinating the UK in FY17 and Germany in FY18.

**AOT Contact:** Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695

## **FEBRUARY 2017**

### **Canada Product Development FAM Tour**

**Date:** February or Spring (*dates TBD*)

**Location:** TBD

**AOT Division:** Trade

**Participants:** Canadian Tour Operators

**Program Summary:** AOT will coordinate a FAM Tour for Canadian Tour Operators. Focus on culinary destinations, golf and history/culture.

**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696

**New York Media Mission**

**Date:** February TBD, 2017

**Location:** New York City, NY

**Participants:** N/A

**Cost:** N/A

**AOT Division:** Media

**Audience:** New York area based media and freelancers

**Program Summary:** New York City, home of many national magazines, newspapers and networks, has long been considered the headquarters of the media industry in the U.S. With so many national and international publications having offices in NYC, numerous freelance journalists also reside in and around the New York metropolitan area. With Arizona hosting the 2017 NCAA Men's Basketball Final Four, AOT will leverage the event to conduct a week-long mission to New York with scheduled desk side appointments.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

**Los Angeles Media Marketplace**

**Date:** February 16, 2017

**Location:** Los Angeles, CA

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs and will be limited. For more information contact Joanne Hudson at [jhudson@flagstaffaz.gov](mailto:jhudson@flagstaffaz.gov) or 928-213-2922.

**Cost:** \$1,000

**AOT Division:** Media

**Audience:** Los Angeles and regional travel, trade, lifestyle and culinary media – print, broadcast and online.

**Program Summary:** The Arizona PR Roundtable will coordinate this year's media marketplace in California. The marketplace will consist of a tradeshow/reception where Arizona DMOs can promote their destination to media from throughout southern California. Attendance is expected to be approximately 30 journalists, editors and freelancers.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

**MARCH 2017****ITB**

**Date:** March 8-12, 2017

**Location:** Berlin, Germany

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs

**Cost:** \$5,000 for the first delegate and \$2,500 for the 2<sup>nd</sup> & 3<sup>rd</sup> delegates. Delegates can be from the DMO or DMO's can invite resorts/hotels/attractions to be their delegates this year. Max of 3 total attendees per DMO. Travel, shipping and other related expenses are additional costs on your own.

**AOT Division:** Trade & Media

**Audience:** Travel trade professionals and media representatives.

**Program Summary:** The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. ITB is the world's largest travel industry trade show with more than 10,000 exhibitors from more than 180 countries competing for travel business from this important European market.

**AOT Contacts:** Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696; Media: Marjorie Magnusson at [mmagnusson@tourism.az.gov](mailto:mmagnusson@tourism.az.gov) or 602-364-3695

**China Product Development FAM Tour with Brand USA**

**Date:** March 5-12, 2017 (tentative)

**Location:** Greater Phoenix & Southern Arizona

**Participants:** Chinese Tour Operators

**Program Summary:** AOT will coordinate a FAM Tour for Chinese Tour Operators highlighting the communities of Greater Phoenix & Southern Arizona

**AOT Contact:** Jennifer Sutcliffe at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or 602-364-3693

**Mexico Trade and Media Mission**

**Date:** March 20-24, 2017

**Locations:** Mexico City and Guadalajara, Mexico

**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**Cost:** \$1,500 per delegate plus travel expenses and shipping

**AOT Division:** Trade & Media

**Audience:** Travel trade professionals and media representatives in Mexico City and Guadalajara

**Program Summary:** AOT and its partners will host a trade and media function in both Mexico City and Guadalajara to educate tour operators, travel agents and journalists about Arizona's world class tourism amenities. Additionally, we will schedule two to three media appointments in Mexico City and three to four trade appointments each in Mexico City and Guadalajara.

**AOT Contacts:** Trade: Jennifer Sutcliffe at [jsutcliffe@tourism.az.gov](mailto:jsutcliffe@tourism.az.gov) or 602-364-3693; Media: Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

**Canada Media Mission**

**Date:** March 20-24, 2017

**Location:** Toronto, ON and Montreal, QC

**Participants:** N/A

**Cost:** N/A

**AOT Division:** Media

**Audience:** Toronto and Montreal travel, trade, lifestyle and culinary print, broadcast, and online media.

**Program Summary:** AOT's media representative in Canada, Connect Worldwide and the Media Relations Manager responsible for this market will promote Arizona to key media representatives in the Toronto and Montreal media markets. The mission will consist of desk-side appointments with key journalists in an effort to maintain Arizona's strong media presence in Toronto and increase awareness in the Montreal market.

Delegation-led media missions alternate between eastern and western Canada each year. AOT will coordinate a delegation mission to Vancouver in FY17 and Toronto in FY18.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

**APRIL 2017****AAA / CAA Culinary & Outdoor Adventures FAM Tour**

**Date:** 2<sup>nd</sup> or 3<sup>rd</sup> week in April 2017 (*tentative*)

**Location:** Mesa, Phoenix, Verde Valley, Flagstaff, Grand Canyon (northern AZ)

**Participants:** AAA / CAA Travel Counselors

**AOT Division:** Trade

**Program Summary:** AOT will coordinate a FAM Tour for AAA/CAA Travel Counselors highlighting the year-round outdoor adventures in the state along with the growing foodie culture, local restaurants/farms, winemaking & more!

**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696

**Northern Arizona Media Tour (Tentative)**

**Date:** April 18-24, 2017

**Locations:** Phoenix, Flagstaff, Grand Canyon, Page, Monument Valley, Chinle

**AOT Division:** Media

**Audience:** Domestic and International travel writers

**Program Summary:** This trip will travel to some of the most beautiful and iconic locations of Arizona before returning to the Phoenix metropolitan area.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305



## **MAY 2017**

### **Trade FAM – History & Culture FAM Tour**

**Date:** May 2017 (dates TBD)

**Location:** TBD

**AOT Division:** Trade

**Participants:** domestic & international travel agents

**Program Summary:** AOT will coordinate a FAM Tour for domestic and international travel agents highlighting history and culture around the state. Today's travelers crave authentic experiences and many people are foregoing material possessions in order to purchase more travel experiences that enrich their lives.

**AOT Contact:** Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696

### **Travel Classics International**

**Date:** May 18-21, 2017

**Location:** Ireland

**AOT Division:** Media

**Participants:** Domestic and Canadian Travel Writers and Editors

**Program Summary:** Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Self*, *Robb Report*, *AARP Magazine*, *Men's Journal*, *Golf for Women*, *Saveur* and more. AOT is a sponsor/co-host of Travel Classics West and sponsors and attends Travel Classics International.

**AOT Contact:** Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715

### **UK Media Mission**

**Date:** May 22-25, 2017

**Location:** Dublin, Ireland (May 22-23); London, England (May 24-25)

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs

**Cost:** \$2,000 plus travel expenses and shipping

**AOT Division:** Media

**Audience:** UK and Ireland media representatives

**Program Summary:** AOT's media representative in the United Kingdom, Hills Balfour, will coordinate a delegation-led mission to promote Arizona to key media representatives. Delegation led media missions alternate each year, with AOT coordinating the UK in FY17 and Germany in FY18.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

### **France Media Mission**

**Date:** May 29-30, 2017

**Location:** Paris, France

**Participants:** Participation is open to Arizona CVBs, Chambers and DMOs

**Cost:** \$1,500

**AOT Division:** Media

**Audience:** French media representatives

**Program Summary:** AOT and their PR representatives in France, Express Conseil, will conduct a media luncheon and media appointments in the capital city of Paris, France.

**AOT Contact:** Kim Todd at [ktodd@tourism.az.gov](mailto:ktodd@tourism.az.gov) or 602-364-3305

## **June 2017**

### **US Travel Association's IPW**

**Date:** June 3-7, 2017

**Location:** Washington, DC

**Participants:** Participation is open to anyone in the tourism industry. Visit [www.ustravel.org](http://www.ustravel.org) for more information and to register.

**Cost:** Varies by exhibit size

**AOT Division:** Trade & Media

**Audience:** International tourism buyers and media

**Program Summary:** IPW organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

**AOT Contacts:** Trade: Becky Blaine at [bblaine@tourism.az.gov](mailto:bblaine@tourism.az.gov) or 602-364-3696; Media: Tony Alba at [talba@tourism.az.gov](mailto:talba@tourism.az.gov) or 602-364-3715.